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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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BEST JULY IN HISTORY

FOR MAJOR HOUSEHOLD APPLIANCES

CHICAGO -- The appliance industry shipped over 3.2 million appliances in July -- 200,000 units more than the July 1973 record, reports the Association of Home Appliance Manufacturers (AHAM). Total July shipments were 20.3% higher than the same month last year.

July also marks the seventh consecutive 3-million-unit month, beating the previous record of five such consecutive months set in 1973, the industry's record year.

Total year-to-date shipments surpassed 23.4 million units and are 7.8% higher (1.7 million units greater) than total shipments for the same 1973 period.

"If shipments for the remaining five months continue at a level comparable to last year's 14.2 million units, the 1973 record of 35.8 million units will be shattered," comments Paul Roman, AHAM vice president of marketing and international trade.

While room air conditioners, microwave ovens and dehumidifiers showed the greatest shipment gains in the first half of the year, new categories emerged at the top of July's list. Shipments were up:

(MORE)

* 48.3% for dishwashers (290,600 units),
* 44.5% for microwave ovens (661,800 units),
* 36.9% for clothes dryers (282,600 units),
* 35.7% for electric ranges (266,900 units),
* 29.2% for automatic clothes washers (416,500 units), and
* 23.7% for refrigerators (652,200 units).

According to the industry, the continued high shipment levels are due to improved consumer confidence in the economy and new housing construction, coupled with strong replacement demand. This demand is expected to continue for the next several years while consumers replace the nearly 300 million major household appliances purchased during the 1960's and early 1970's.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
July, 1984

	July 1984	July 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,243.2	2,697.0*	+20.3%	23,485.4	18,117.7*	+29.6%
ROOM AIR CONDITIONERS	186.9	306.4	-39.0	2,815.4	1,653.7	+70.2
DEHUMIDIFIERS	57.5	60.6*	- 5.1	528.6	400.8*	+31.9
DISHWASHERS - TOTAL	290.6	196.0	+48.3	1,937.6	1,604.3	+20.8
Built-In	275.3	181.4	+51.8	1,802.3	1,465.2	+23.0
Portable	15.2	14.6	+ 4.1	135.3	139.2	- 2.8
DISPOSERS	280.0	278.3*	+ 0.6	2,340.1	1,989.6*	+17.6
COMPACTORS	14.1	12.5*	+12.8	102.1	83.6*	+22.1
REFRIGERATION - TOTAL	805.1	675.0*	+19.3	4,474.3	3,866.6*	+15.7
Refrigerators	652.2	527.2*	+23.7	3,669.5	3,028.6*	+21.2
Freezers - Total	152.9	147.9*	+ 3.4	804.8	838.0*	- 4.0
Upright	73.3	74.3*	- 1.3	383.4	380.2*	+ 0.8
Chest	79.6	73.5*	+ 8.3	421.4	457.8*	- 8.0
ELECTRIC RANGES - TOTAL	266.9	196.7*	+35.7	1,789.9	1,503.0*	+19.1
Free Standing	218.9	154.6*	+41.6	1,441.9	1,197.2*	+20.4
Built-In	48.0	42.1*	+14.0	348.1	305.8*	+13.8
MICROWAVE OVENS/RANGES***	661.8	458.0*	+44.5	4,577.0	2,715.7*	+68.5
HOME LAUNDRY - TOTAL	699.1	528.7	+32.2	5,050.9	4,409.0	+14.6
Washers - Total	416.5	322.4	+29.2	2,971.1	2,626.7	+13.1
Automatic	416.5	318.6	+30.7	2,971.1	2,587.8	+14.8
Wringer & Other	#	3.7	#	#	38.9	#
Dryers - Total	282.6	206.4	+36.9	2,079.9	1,782.4	+16.7
Electric	226.3	163.5	+38.4	1,660.4	1,420.1	+16.9
Gas	56.3	42.9	+31.2	419.4	362.3	+15.8

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued